

Title: 2015 NYS IPM Program Communication Team Status Report

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Project Leaders: Mary Woodsen, science writer; Karen English, website coordinator

Project Collaborator: ITX Website Designers; Cornell Custom Web Development team

Abstract: In 2015 the NYS IPM Program's communications teams researched, wrote, and designed out 30th year anniversary report. We also distributed news releases on our Excellence in IPM awards, wrote or curated routine blogs, Facebook posts, and our twitter feed — all while working relentlessly to prepare for a whole new redesigned website. And we provided graphic support for IPM staff projects.

Description: Working alongside Director Jennifer Grant (and inspired by her indefatigable enthusiasm and creative panache), we chose an entirely new (to us) approach to our 30th anniversary report, one that was boundlessly exciting, fulfilling — and labor intensive far beyond our expectations. Regardless: we anticipate this anniversary report will reap program-wide benefits that compensate NYS IPM well for the time, thought, and careful attention that went into crafting it. Meanwhile, as in recent years, we've improved our website's usefulness by creating, consolidating, or recasting new pages — and the number of unique pageviews continue to rise, topping one million for the first time.

30-year anniversary report: Our anniversary report was built around broad themes told through stories that wove together material old and new. This thematic approach showed how IPM has grown and flexed over time while remaining true to its roots. Our themes included research (with an emphasis on the long-term systems trials that defined our approach from the start); education and communication; forecasting and scouting; organic agriculture; school and community IPM; and invasive and emerging pests. We illustrated each thematic story with three or four mini-stories (we call them caption-stories) and included a trio of stand-alone stories — important pieces that didn't fit neatly into our themes. Even our director's letter was a teaching piece, one that places NYS IPM's history and future within the matrix of this international movement.

In our report you'll find these themes, accompanying mini-stories, and graphics:

1. "Science' Is Our Middle Name"
 - Does Your Solution Help?
 - Rooted in Research
 - The Grass Is Greener on ... IPM Greens
2. "IPM 'Show and Tell' Gives People What They Need"
 - TAg Team Members Tell It Like It Is

- Face-to-Face with Facebook
- Light-Weight App a Heavy Lifter for Greenhouse Growers
- What Can You Say in Five Minutes?
- 3. “Good Scouts Track, Predict, Forecast ... Control”
 - Scouting 101
 - On the March
 - Off the Charts!
- 4. “Organically IPM”
 - Alive in Every Handful
 - Pesky Leafhoppers Repelled by Hairy Alfalfa
 - These Plants Take Care of Business, 24-7
 - Cranky Canker Is Prey to IPM
- 5. “IPM for Schools: Communities Within Communities”
 - The Hidden Costs of Weedy Turf
 - You Can’t Touch That! Or — Maybe You Can
 - Buffalo Says *Goodbye* to Rats — the IPM Way
- 6. “Invasive and Emerging Pests Know No Boundaries. IPM Ropes Them In”
 - Looks Are Deceiving, Unless:
 - Barberry? Bad. Spicebush? Good.
 - Are Fresh Raspberries a Pleasure of the Past?
- 7. “IPM Extras: Read All About Them!”
 - How Safe Are Your Sprays> IPM’s EIQ Helps You Find Out
 - Bad Fleas Give Hitchhikers a Bad Name
 - Bee Strong: Solving the Pollinator Problem
- 8. Last (but really first) our Director’s Letter
 - Early Days
 - IPM Excellence

In addition, the anniversary report includes a centerfold that opens up to a graphic “road trip through IPM” — to a satellite image of New York that traces the highways and byways a reader would follow, west to east and north to south, with 31 stops along the way. Each stop is illustrated with a postcard (as it were) telling a pivotal story of IPM research, outreach, or practice that, summed together, span three decades of IPM.

We provided graphic design for:

- Barn Flies brochure
- 20 Fact Sheets: *NY Wildlife Laws and Child Safe Playing Fields Act FAQ; Bumble Bees; Carpenter Bees; Bald-faced Hornets; Paper Wasps; Brown-banded Cockroach; German Cockroach; American Cockroach; Clover Mites; Carpenter Ants; Earwigs; Fleas; Head Lice; House Centipedes; Indian Meal Moths; Plaster and Fungus Beetles; Pavement Ants; Blow Flies and Ticks; and Grape Leaf Roller*

- 12 Organic Guides for 2015: *Grapes, Strawberries, Blueberries, Snap Beans, Carrots, Cole Crops, Cucurbits, Lettuce, Peas, Potatoes, Spinach, and Raspberries and Blackberries*
- IPM Staff Directory
- *Pest Management Practices: A Survey of Public School Districts in New York State*
- School Presentation handout
- CIPM and Ag Impact One-Pagers
- NEWA One-Pager
- Greenhouse Scout App one-pager
- Late Blight Infographic, *Got the Blight? Which One?*
- table runners for IPM identity at outreach events
- icons for *You're NEWA facebook page and Twitter account*
- CCE Vegetable Programs Poster
- *High-level IPM at Cooperstown's Doubleday Field poster*

We wrote these articles and news releases:

- "Disease-carrying fleas abound on New York City's rats": written in conjunction with Cornell University News Service and picked up by more than 40 national and international media outlets
- "App is Ammo in Greenhouse Bug Wars"
- "Got a Pest? There's an App for That." Grower Talks Magazine
- "There's an App for It: 'Greenhouse Scout' Puts Big Data in Your Pocket"
- "We Reward Excellence — IPM at Its Best"
- "Housing Pro Gets Pests Out, Earns IPM Award"
- "Lamb, Elizabeth and Woodsen, Mary. "On Call in the Bug War." Greenhouse Canada Magazine, September 16, 2015. url: <http://www.greenhousecanada.com/inputs/crop-protection/on-call-in-the-bug-war-30618>
- "Got Pests? NEWA Pest Forecasts Expand — Again"
- "Golf Course Superintendent Earns Excellence in IPM Award for Keeping Greens Green"
- "Payback Prevents Pests, Earns Greenhouse Pro "Excellence in IPM" Award"
- "Keeping Crops, Cows Healthy and Productive Earns "Excellence in IPM" Award"
- "Cornell Forest Entomologist Tackles Tough Pests, Earns Excellence in IPM Award"

We wrote or edited these *ThinkIPM Blog* posts

- Woodsen, Mary M. "We Reward Excellence: IPM at Its Best," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 7 January 2015.

- Woodsen, Mary M. "Education and E-ducation: Winter Farm Schools for IPM and More," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 9 January 2015.
- Woodsen, Mary M. "There's an App for That: IPM's 'Greenhouse Scout' Makes *Greenhouse Grower* List," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 14 January 2015.
- Woodsen, Mary M. "Back to School for Fruit Growers | IPM and More," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 16 January 2015.
- Woodsen, Mary M. "IPM: Pests, Best Practices, and the Passage of Time," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 27 January 2015.
- Woodsen, Mary M. "IPM TAg Teams: A Quarter Century Later, What's Old Is New Again," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 6 February 2015.
- Woodsen, Mary M. "IPM Accolades: What Do Growers Say?" *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 10 February 2015.
- Woodsen, Mary M. "Check It Out: Our School ABC IPM Blog," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 13 February 2015.
- Woodsen, Mary M. "Invasive Pest A Killer in the Cabbage Patch: Growers, Take This Survey," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 20 February 2015.
- English, Karen. "Take Action to Support Ag IPM," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 27 February 2015.
- Woodsen, Mary M. "News Flash! IPM Research — Rats, Fleas, and the Plague," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 3 March 2015.
- Woodsen, Mary M. "Rats, Fleas, IPM: How the Media Told It," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 6 March 2015.
- Woodsen, Mary M. "Rats, Fleas, the Media ... Part II," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 10 March 2015.
- Woodsen, Mary. "Beauty and the Battle Against Invasive Plants: IPM Can Help," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 19 March 2015.
- Woodsen, Mary. "For IPM, Looking Back Means Looking Ahead," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 24 March 2015.
- Woodsen, Mary. "IPM | Looking Back to Look Ahead Circa 1986." *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 1 April 2015.

- Woodsen, Mary. "IPM | Looking Back to Look Ahead Circa 1986." *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 1 April 2015.

We also edited:

- A script for short video on alfalfa weevil
- Lampman, Joellen. "The Difference Between Voles and Moles," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 3 February 2015.
- Lampman, Joellen. "Snow, Frost a Big Help for Head Start on Quality Turf — or Crops," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 17 February 2015.
- Lampman, Joellen. "The squirrels are coming, the squirrels are coming!!" *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 17 March 2015.
- Hetzler, Paul. "Snow Jobs (with guest Paul Hetzler)," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 26 March 2015.

Website Statistics: We have 1,013,353 unique pageviews of the website for 2015, an increase of over 7.8% compared to last year. Please see *Analytics_nysipm_Year2015.pdf*, submitted along with this report, to view the 50 most downloaded pages on our website. Definitions to remember:

- A *pageview* is a view of a page on your site tracked by the Analytics tracking code. If visitors hit reload after reaching the page, these are counted as additional pageviews. If they navigate to another page, then return to the first, a second pageview will be recorded as well.
- A *unique pageview* aggregates pageviews generated by the same user during the same session and represents the number of sessions during which that page was viewed one or more times.

1. Updates:

- Reorganized the Buildings and Schools Fact Sheet page for better readability
- Updated Grape Leafroller Fact Sheet
- Eleven Organic Guides for 2015: Grapes, Strawberries, Blueberries, Snap Beans, Carrots, Cole Crops, Cucurbits, Lettuce, Peas, Potatoes, and Spinach
- Updated the IPM Staff Directory
- Updated the EIQ web page with new content
- Updated the Field Crops home page, and the Weekly Pest Report Page with the Weekly Pest Report Blog feed
- Updated the Pollinator section of website to include links to videos of talks, PowerPoint pdfs, and other resources
- Barn Flies brochure

2. Newly Created and Posted:

- 19 Fact Sheets: NY Wildlife Laws and Child Safe Playing Fields Act FAQ; Bumble Bees; Carpenter Bees; Bald-faced Hornets; Paper Wasps; Brown-banded Cockroach; German Cockroach; American Cockroach; Clover Mites; Carpenter Ants; Earwigs; Fleas; Head Lice; House Centipedes; Indian Meal Moths; Plaster and Fungus Beetles; Pavement Ants; Blow Flies and Ticks
- Created web page: Alternatives to Ornamental Invasive Plants
- Created web page: Greenhouse Scout App
- Created web page: Pollinators and advertisement for the Pollinator Conference
- Created web page: Late Blight Information
- Posted Project Reports 2014
- Organic Guide for Raspberries and Blackberries 2015
- Feedback survey pages for seven Field Crops videos posted on our YouTube channel
- Recomendaciones para el Manejo de Plagas en el Ganado Vacuno
- Pest Management Practices: A Survey of Public School Districts in New York State

The website will have a new home and organization:

The Cornell Agriculture and Life Sciences (CALS) administration has invited NYS IPM to house our website within its coding environment. This will be a huge benefit because a) CALS will absorb the cost of hosting and maintenance, and b) Rob Way, Web Admin for CALS, will be able to guide the move as part of his regular tasks.

This news was especially serendipitous because our current host, ITX, can no longer support our website with its current, outdated architecture. Therefore a new home for our website is mandatory. This is the plan for the website's new home and organization:

- a. Search Functions:
 - Google Site Search will handle general searching.
 - A filterable Search function will be built using the Drupal views module and tag based filtering.
 - Searchability of pdfs will be improved by correcting metadata.
- b. Our site is both highly trafficked (over 1 million page views in the past year) and very large. In order to conserve space on the future CALS server, and to protect page addresses (urls) in case of future reorganization, eCommons will be the permanent, new home for our Project Reports and other publications
- c. Handling of some special functions

- Drupal templates don't support the functions underlying the Interactive Plant Manager and EIQ Calculator. Those online tools will need to be rebuilt.
- Both the Pest Identification Center and the NYS IPM Vegetable Guidelines are based on html and simple links, so they can be moved into the new Drupal environment as is.

Social media

1. Helped IPM bloggers negotiate theme updates and decisions about paying fees for the formerly free blog sites and rebuilt several blog banners. We have two new blogs this year, *You're NEWA* and *ABCs of School & Childcare Pest Management*, bringing our total to 12.
2. Additions to the [NYS IPM YouTube channel](#):
 - *IPM for Corn Rootworm*
 - *IPM for Black Cutworm*
 - *IPM for Northern Corn Leaf Blight*
 - *IPM for Grey Leaf Spot*
 - *IPM for Potato Leafhopper on Alfalfa*
 - *IPM for Alfalfa Weevil on Alfalfa*
 - *Protecting Pollinators: the Status of Bees in New York*
 - *Protecting Pollinators: Current Cornell Research*
 - *Protecting Pollinators: Other Insect Pollinators*
 - *Environmental Impact Quotient: an Introduction*
 - *Servicing the Tipping Bucket Rain Gauge of your Agromet Weather Station*
 - *Agromet Station Transmission*
3. We consistently broadcast all postings of IPM blogs, and all new postings on the website, via Facebook and Twitter.

Outreach:

Empire Farm Days and Protecting Pollinators: The New York Pollinator Conference